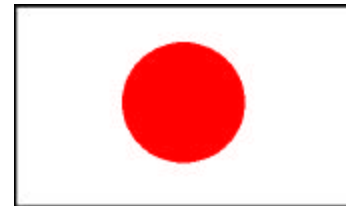


# Health Ingredients Japan 2006

October 4 - 6

Tokyo, Japan



- Are you a U.S. exporter of ingredients targeting the rapidly expanding health, functional, and organic foods industries?
- Are you a U.S. exporter interested in tapping into Japan's vast and growing health ingredients market?
- Do you want to promote your company's products throughout Japan? The leading trade publications, *Food Processing and Ingredients* and the *Health Industry News* are both published by the show's organizer!
- Are you looking to find a partner in Japan to help you further your exporting goals?

## Why choose Japan's market?

- Japan has over 40,000 food processors.
- Food safety scares have created a heightened demand of food quality and food safety.
- Because of Japan's rapidly aging population, there is an increased interest in foods that promote a healthier lifestyle.
- The markets for specialty health foods, foods offering specific health benefits, medicinal foods and organic foods are thriving in Japan. The annual value of the Japanese health foods market is estimated at \$36 billion.
- As more and more Japanese food manufacturers make use of health claims to promote their products, the demand for health ingredients is increasing rapidly.
- High consumer awareness of the benefits of healthy eating in order to maintain health and prevent the onset of lifestyle-related illnesses is the main driving force behind the demand for health ingredients.

## Why Choose Health Ingredients Japan?

- HI Japan 2005 drew 45,000 visitors and 480 exhibitors from 25 countries.
- Participation in the show provides the exporter with the most effective way of accessing the Japanese health food Industry.
- The show combines the business opportunities of the show-floor with a comprehensive program of academic and business seminars addressing different segments of the industry.
- The show will include:
  - Exhibitor presentation workshops in which exhibitors can present papers about their products and services to the Japanese market
  - Seminars on Japanese health and food industry trends.
- This show is a must-attend event for anyone connected with the development and marketing of new food ingredients targeting the health, nutrition and safety needs of food manufacturers and other buyers in Japan.
- Health Ingredients Japan exhibition is the ideal platform for foreign companies and their distributors to tap the potential of the vast Japanese health products market.



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